



The 13th Annual Chairman's Ball
to benefit the Seneca Diabetes Foundation

**all you
need is
love**

2018 SPONSORSHIP KIT

Friday, February 2, 2018

Seneca Niagara Resort & Casino Events Center



DEAR FRIENDS,

On behalf of the Seneca Diabetes Foundation (SDF) I would like to personally extend my sincere gratitude for the outpouring of generosity to find a cure for diabetes. For the 13th Annual Chairman's Ball this year, we're bringing good music and fun to the table with a 70s style celebration full of great food, music and dancing. Bring your best moves and get ready for a night of fun at one of Western New York's premier gala events.

Once again, this year's "Spotlight" sponsor is Seneca Gaming Corporation (SGC). SGC was one of our event's leading founding sponsors 13 years ago. They have stood together with SDF, pledging to support our important mission to help the Senecas, a nation of people ravaged by a terrible disease.

In the coming days, we will announce the seventh recipient of the Barry and Deanna Snyder, Sr., Chairman's Honor Award, who will be honored at this year's Chairman's Ball. The award is a symbolic recognition of the winner's unconditional support of SDF.

The use of symbolism within the Iroquois culture dates back to before the Peacemaker and the establishment of the Great Law. Among the Iroquois, the power of symbolism is profound because it helps to feed our minds and guide our actions.

The Five Arrows bound by deer hide are a symbol of the great strength of the five tribes of the Haudenosaunee, "People of the Longhouse." Alone, one arrow can be easily broken, but when several are bound together in unity, they are strong and cannot be broken. I believe SDF's relationship with all of our generous sponsors is similar to that of the arrows—working together, not easily broken—to create the foundation for generations of healthy families.

Thank you in advance for your continued support. Together we can make a difference in the fight against diabetes.

NYA-WEH



Barry E. Snyder, Sr.

Chairman, Seneca Diabetes Foundation

Dr. Michael Cropp

Co-chair

Lucille White

Co-chair

Michael R. Militello

Co-chair



*Seneca
diabetes
foundation*



THE 13TH ANNUAL CHAIRMAN'S BALL

Presented by Independent Health

Friday, February 2, 2018
Cocktail Reception at 6:00 PM
Dinner at 7:30 PM

Honorary Event Chair-Couple
Barry & Deanna Snyder, Sr.

Gala Co-Chairs
Dr. Michael Cropp
Lucille White
Michael R. Militello

Entertainment: Al McKay's Earth Wind & Fire Experience

Sponsorships

Please help us make a difference by supporting the 2018 Chairman's Ball in one of the following ways:

Cocktail Reception \$15,000

- Two tables of eight (premium seating)
- Full-page ad & sponsor mention in event visual presentation
- Sponsorship recognition at event and in media materials
- Logo and name on SDF website
- Reduced rate for overnight accommodations

Diamond \$10,000

- One table of eight (premium seating)
- Full-page ad & sponsor mention in event visual presentation
- Sponsorship recognition at event and in media materials
- Logo and name on SDF website
- Reduced rate for overnight accommodations

Emerald \$6,000

- One table of eight
- Sponsor mention in event visual presentation
- Sponsorship recognition at event and in media materials
- Reduced rate for overnight accommodations

Ruby \$4,000

- One table of eight
- Sponsor mention in event visual presentation
- Reduced rate for overnight accommodations

For additional information, contact Lucille White at Lwhite@SNI.org or P.O. Box 309, Irving, NY 14081.

Event Visual Presentation Artwork Specifications

Size: 10" wide x 7.5" high at 150 dpi **Color:** RGB **File format:** PDF or JPG

E-mail file to: mmahoney@martingroupmarketing.com

Reservations, payment and advertising materials must be received by January 21, 2018 to be included in the event visual presentation.



RESPONSE

Please email or print this reply form with payment by January 21, 2018 to:

Lucille White
Seneca Diabetes Foundation
P.O. Box 309
Irving, NY 14081

Payment Options:

- Check enclosed – made payable to Seneca Diabetes Foundation
- Please invoice

Keep a copy for your records.

No 2018 Chairman's Ball tickets will be issued. Your canceled check or invoice is your receipt. Reservations will not be confirmed or honored until payment is received.

Any questions, please contact Vice Chairman Michael Militello, 716-812-1100.

Yes, we will support the 2018 Chairman's Ball

(please check)

- | | |
|--|----------|
| <input type="checkbox"/> Cocktail Reception Sponsor
Two tables of eight (premium seating) | \$15,000 |
| <input type="checkbox"/> Diamond Sponsor
One table of eight (premium seating) | \$10,000 |
| <input type="checkbox"/> Emerald Sponsor
One table of eight | \$6,000 |
| <input type="checkbox"/> Ruby Sponsor
One table of eight | \$4,000 |
| <input type="checkbox"/> Individual Ticket | \$1,000 |

Please Note

Dress: Black-Tie

Please refer to the sponsorship listing and event visual presentation for sponsor mention and ad specifications.

Reduced hotel rate only available for select sponsorship levels, valid February 2 only. Call 1-877-8-SENECA for overnight accommodations at Seneca Niagara Resort & Casino. Please reference the Chairman's Ball when making reservations. The deadline for the room block is Wednesday, January 24, 2018.

Seneca Diabetes Foundation has filed as a 501(c)(3) organization, and a portion of your donation is tax deductible.



Seneca
diabetes
foundation



THANK YOU

for your generous support

Board of Directors

Barry E. Snyder, Sr., Chairman

Michael R. Militello, Vice Chairman

Lucille White, Treasurer/Secretary

Deanna Snyder

Holly John

Kevin Seneca

Phil Pantano

Dr. John Fudyma

Marlene Wakefield

Geraldine Memmo

(Deceased)

